



# Boundless Opportunity

— 2017 GOVERNOR'S CONFERENCE ON TOURISM —

## Canada Market Update 2017





A portrait of Justin Trudeau, the Prime Minister of Canada, with his hand on his chin in a thoughtful pose. He is wearing a dark suit, a light blue shirt, and a red patterned tie. The background is a blurred indoor setting.

# Canadian Overview

# CANADIAN MARKET OVERVIEW

## GENERAL COUNTRY PROFILE

POPULATION:  
35.4 million

GROSS DOMESTIC PRODUCT (GDP):  
\$1.67 trillion (1.2% annual growth rate)

INFLATION RATE:  
1.6%

EXPORTS:  
\$402 billion

EXCHANGE RATES (CAD PER USD):  
1.33

UNEMPLOYMENT RATE:  
7.1%



Source: The World Fact Book, reporting 2016 data

- Canada's population is **35.4 million**
- **Highest population growth among G7 countries;** on average 1% per year
- **The five fastest growing cities**
  - Calgary
  - Regina
  - Edmonton
  - Lethbridge
  - Saskatoon
- Calgary now 4<sup>th</sup> largest city overtaking Ottawa

# TRAVEL INTENTIONS

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

**54%** Beach/Seaside attractions

**48%** Cultural Historical attractions

**44%** Local Lifestyle



### Source used in Destination selection for last leisure trip

**64%** Websites via computer or laptop

**45%** Recommendation from family & friends

**24%** Information in printed travel guidebooks

**24%** Advice from travel professionals/travel agents



### Advance Decision Time

**16%** Less than a month

**21%** 1 to 2 months

**30%** 3 to 5 months

**22%** 6 to 12 months

**6%** More than 1 year



### Likelihood to Travel to USA

**47%** In the next six months

**24%** 6-12 months

**14%** 1-2 years

**6%** 2-5 years from now

**7%** Maybe some time in the distant future

**2%** Not likely to ever visit



### Expected Travel Party Size (next trip)

**26%** 1 person

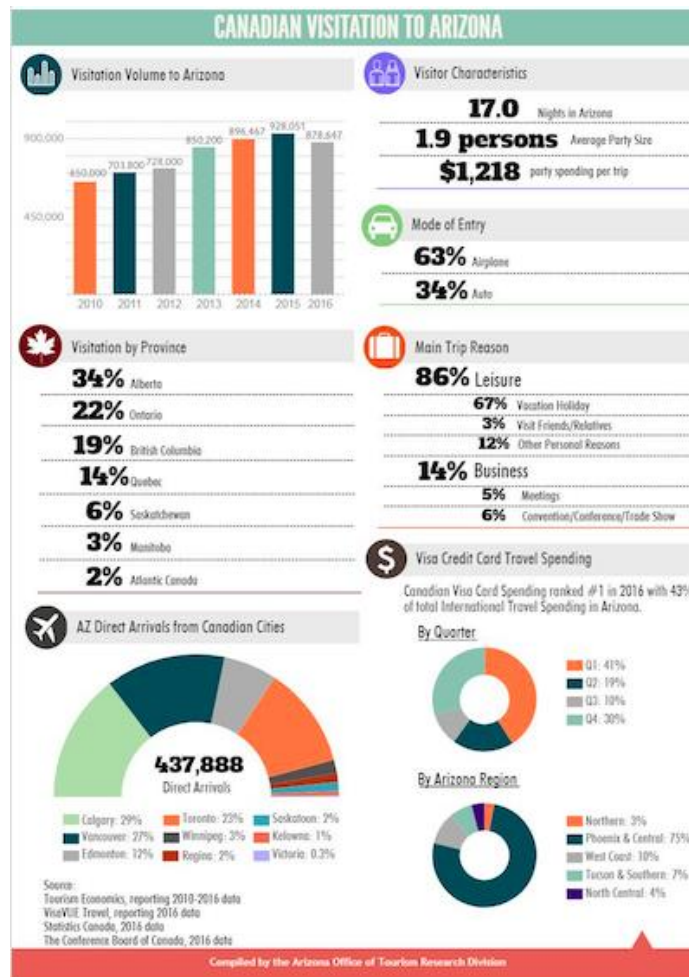
**50%** 2 people

**10%** 3 people

**14%** 4+

Source:  
Brand USA

# VISITATION



# OUTBOUND CANADA 2016-2017

## **Global Outbound**

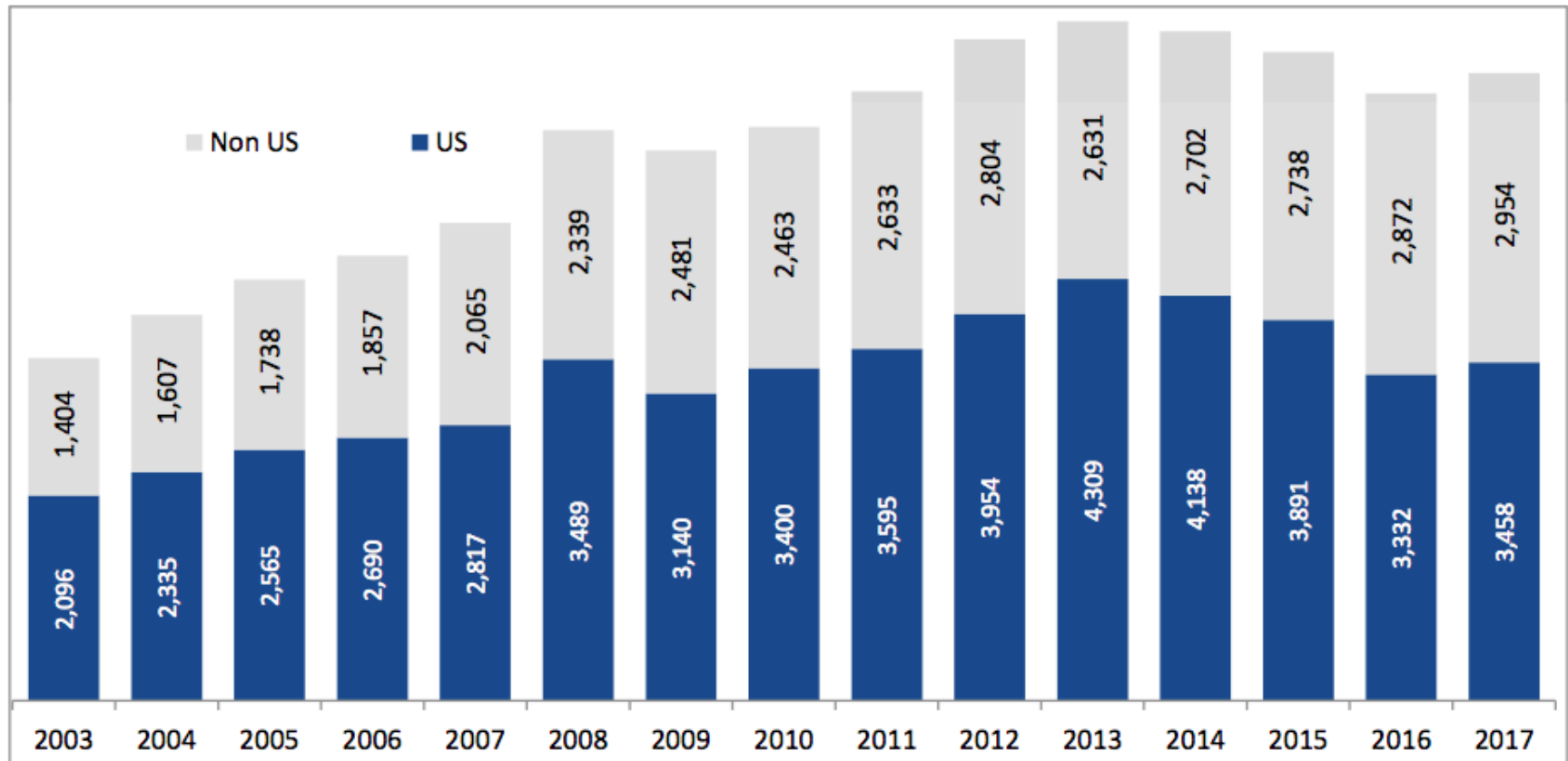
- Q1 2017, Canadians made **8.5M+** overnight trips globally, up **4.7%**
- Travel to U.S. destinations accounted for **53.9%** of all outbound leisure trips during this period
- Canadian outbound travel trends globally:
  - Mexico record high visitation in 2016
  - Visitation to European countries up 9.1%
  - Asia/Pacific up 8%
  - Cuba and Dominican Republic up 3.1%

## **USA Outbound– Q1 Comparison 2017**

- Leisure travel to the U.S. increased 3.8% compared to last Q1
- Travel to U.S. destinations accounted for 53.9% of total outbound trips

*CBoC June 2017*

**Canadian Outbound Leisure Travel (000s of trips)**  
(January-March each year)



Source: CBoC estimates of leisure trips from total outbound trips as reported by Statistics Canada.





# ARRIVALS FROM CANADA

## **Last year's arrivals into PHX**

- Change in capacity from American Airlines and Air Canada
- Result in 14.9% decline in arrivals in PHX during Q1 2017
- Passenger total to over 400K

***Conference Board of Canada. May 2017***

- WestJet launched new service to AZA Jan 21 – April 29, 2017
  - Adding more than 9K seasonal seats from Edmonton and Calgary
  - 3X/Week b/w Calgary and AZA
  - 1X/Week b/w Edmonton and AZA
  - Total of 60 WestJet flights/week from Calgary + Edmonton into Arizona

***Travelweek***

## **Future arrivals into PHX**

- Air Canada adding direct seasonal Montreal-Phoenix
  - Beginning Feb 22 – May 28, 2018

***CTV News***



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***CTV News***

## Per cent Change in Seat Capacity by Carrier (2017 vs. 2016)

	Air Canada	American*	WestJet	Total Seats
January	-11.8%	-49.1%	10.2%	-9.7%
February	-8.6%	-58.5%	0.6%	-15.6%
March	-16.0%	-59.9%	6.4%	-15.8%
April	0.2%	-68.2%	3.2%	-14.7%
June	81.8%	-32.0%	-17.5%	-2.3%
June	65.6%	-0.4%	-23.5%	12.2%
July	81.3%	4.9%	-21.7%	19.2%
August	81.3%	3.4%	-22.0%	18.7%
October	79.5%	-3.5%	-26.6%	12.6%
October	22.4%	-0.3%	-40.3%	-16.8%
November	-38.5%	2.0%	-2.8%	-9.7%
December	3.6%	-50.6%	-2.2%	-9.0%
<b>% change</b>	<b>11.1%</b>	<b>-36.2%</b>	<b>-3.5%</b>	<b>-8.0%</b>

A close-up photograph of a hummingbird perched on a thin, brown branch. The bird is facing left, with its long, dark beak pointing forward. Its feathers are a mix of brown, green, and white, with some iridescent green visible on its wings. The background is a soft, out-of-focus green, suggesting foliage. The entire image is framed by a thin blue border.

# **Canadian Media Landscape**

# MEDIA NEWS

## **Major outlets stopping or reducing print production**

La Presse will cease printing entirely by 2018

National Post has stopped Monday print as of June 2017

## **Editorial staff teams are being reduced and reorganized**

The Toronto Sun: reorganized its editorial staffing model so that reporters will no longer cover specific beats. Instead they will operate as a pool of general assignment writer

## **The Canadian Government is exploring new funding models for Media/Broadcast in Canada**

Recommendations include: Tax incentives (expanding tax deductions to digital advertising on Canadian-owned media), implementing controls on media consolidation, beefing up Canada's Periodical Funds (currently excludes daily newspapers and free community newspapers) and increasing local news support (reviewing policies for funding of community television)

*Globe and Mail June 2017*



# MEDIA LANDSCAPE

## QUEBECOR

TV: Quebecor, VideoTron, TVA Group (largest private French-language broadcaster in North America , TVA Network, TVA Sports  
Newspapers: Le Journal de Montreal & Le Journal de Quebec, TVA Publications, 30 daily newspapers and community newspapers

## BELL Media

TV: Animal Planet, BNN. Bravo, Comedy, CTV, CTV News, CP24, Discover, E, HBO Canada, MTV, Much RDS, TSN  
Radio: Boom, CJAD 800 AM, iHeart Radio, Virgin Radio,

## ROGERS

TV: OLN, City, Omni, Bt, City News, City Line  
Radio: Money Sense, Kiss 92.5, 680 News,  
Magazines: Today's Parent, Hello! Canada, Vice, Brides, Glamour, Chatelaine, Flare, Bon Appetit, Epicurious, Shape, City Line, Maclean's, Golf Digest, Sportsnet

## CORUS Entertainment

TV: BBC Canada, Corus Media, Food Network, Global News, HGTV, Nat Geo Wild, Slice, Showcase , W Network  
Radio: 770 AM, Boom 101.9

## CBC

TV: CBC, CBC News Network, Documentary channel, ICI Radio Canada, ICI RDI  
Radio: Radio one, ICI Premiere, partnership with Sirius XM

## PostMedia / Sun Media

Newspaper: National Post, The Sun Papers, The Province, 24 hours, The London Free Press, The Gazette

## Torstar

Newspaper: Toronto Star, Hamilton Spectator, Metro Papers across the country



# CANADIAN MEDIA TRENDS 2017

**LIVE STREAMING**– 2016 saw the emergence of live video as a medium everyone needs to take more seriously and it's not showing any sign of slowing down in 2017. A recent report predicted that live streaming will be a \$70+ billion industry by 2021 and more and more brands are getting on board

**AUGMENTED REALITY AND VIRTUAL REALITY AUGMENTATION**- increasingly popular vehicles to facilitate compelling, experiential brand interactions

**SCREEN AGNOTISISM** – we live in a world where content is viewed on multiple screens simultaneously so crafting creative and contextual messaging that is instantly recognizable, on brand, and seamlessly integrated is more important than ever

**SPONSORED EDITORIAL**- As digital advertising continues to decline and media houses are increasingly shuttered, a new iteration of sponsored editorial is appearing on the scene. Media outlets are spinning off “studios” focused on creating engaging multimedia content that, on the surface, appears to be organic journalism, but is actually paid editorial aimed to drive awareness of brand initiatives.

**MICRO INFLUENCERS** - A shift from quantity to quality is afoot in the influencer arena. Brands are increasingly engaging micro-influencers over more famous (and expensive) influencers because it allows them to be more targeted and authentic in approach. While admittedly smaller in following and more niche in audience, micro-influencers enable a brand to reach a more interested and engaged audience.



# PR and Trade Results

# CANADIAN PR RESULTS 2016

## **Strategy**

Diversify media outreach to grow engagement, influencers and bookings in an extremely challenging economic climate

- Increased into the digital world in order to grow engagement and bookings
- Promoted value to Canadians
- Pitched budget-friendly stories vs. luxury given the weak Canadian dollar

Total Generated Clipping circulation **8.9M** in print reaching **nearly \$500K** in publicity value; a 2% increase in impressions over last year

Total overall generated clipping circulation **56M** reaching over **\$560K** in publicity value

## **Media activities included:**

- 11 individual press trips
- 1 AOT Canada group FAM
- 1 AOT International FAM



# INFLUENCER FAM – ROUTE 66

## BUDGET

\$10,000

## RESULTS

Reach: **825,000**

Facebook Posts: **71**

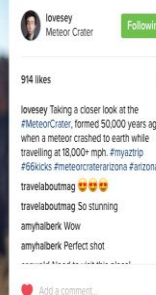
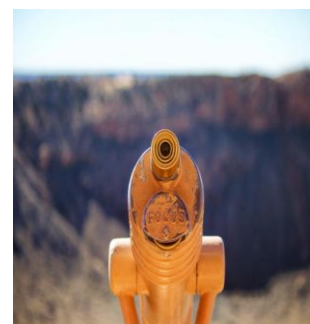
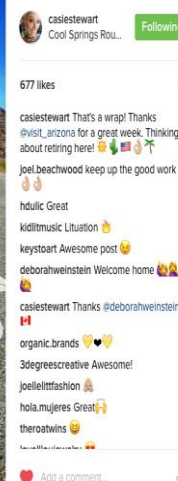
Instagram Posts: **58**

Twitter: **178**

**Engagement** across AOT channels increased by **over 350%** over the 5-day long FAM.

**GOAL:** To increase social media traffic and to grow followers across @ArizonaTourism channels, via a 5-day Digital Influencer FAM.

**STRATEGY:** Participants met with individual partners at each stop, providing a unique and customized experience. Provided access to wireless hotspots.



# SOCIAL ENGAGEMENT



catlefebvre  
Following

catlefebvre Travelling with my brother is the funniest thing, because well, he is hilarious. Like his serious concern for prickly pears. As Raymundo, the gardener @westwardlook explained, this cactus turns purple when it's in distress. An hour after visiting their garden, my brother (not at all into gardening) asks Raymundo: so you mentioned earlier that prickly pears turn purple when they are in distress, right? Ray: correct. When it's too cold, for example. Bro: So the ones by the spa are in distress.



seeusoontravel  
Canyon de Chelly Nati...  
Follow

seeusoontravel Drop the mic. Absolutely floored with the landscape at Canyon De Chelly (pronounced De Shai). It's located in northeastern Arizona in the Navajo Nation. The landscape is made of sandstone which has been shaped by the elements for thousands of years. It's also not a popular spot which makes it extra special because there's hardly any crowds! #Arizona #seeusoontravel

161 likes  
APRIL 24



catlefebvre  
Tonto National For...  
Following

catlefebvre Pourquoi est-ce que je n'avais jamais entendu parler de Tonto National Forest, la 5e plus grande forêt aux États-Unis? Les paysages du désert Sonoran et de Salt River sont à faire décrocher la mâchoire. 🤯 : @trail\_raven

catlefebvre #Arizona #Tonto #superstitionmountains #saltriver #VisitMesa #travelstoke #travel #gersarizona #ig\_arizona #mountains #river #lookout #outdoors #sonorandesert nextwavetattoo so sweet everywheregoods 🔥

julie\_desgroselliers\_dtp La photo est magnifique Cat! (Tu fais compétition à Tina avec tes superbes jambes 😍) rawspicebar Love this 😍

95 likes  
APRIL 9

Add a comment...



seeusoontravel  
visitflagstaff town and great shot! 📸 #Repost @seeusoontravel with @repostapp

Not only is Flagstaff a charming city with great restaurants, breweries and shops but it's located right on historic Route 66! Hop on a motorcycle and take to the open road 🏞️ #Arizona #myAZtrip

seeusoontravel Thank you so much for sharing! 🙌 oxy\_geena 🙌

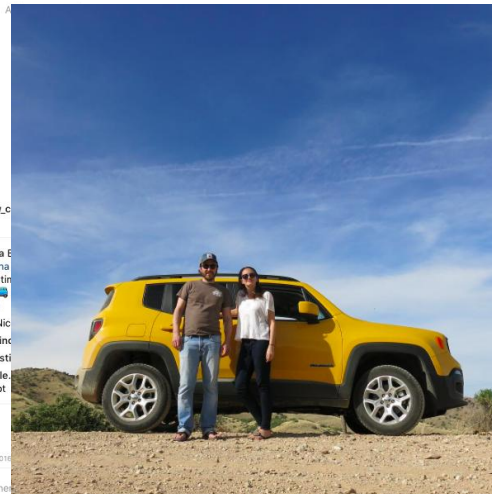


cww\_c  
cww\_canada E

@visit\_arizona Perhaps it's tie #roadtrip? #travelgram eiraj.afkar Nic 7warrior\_princ isabellechristi \_chamomile amazing shot

207 likes  
OCTOBER 19, 2018

Add a comment...



catlefebvre  
Mt Lemmon  
Following

catlefebvre Bro y yo. Living la vida loca en Arizona. Tripié: caisse de Miller light en canette sur dufflé bag.

catlefebvre #JeepLife #Arizona #Tucson #VisitTucson #MtLemmon #OffRoad #Travel #RoadTrip #jeeprenegade #ig\_arizona theholistichealthgenius Holistic living is the right living

63 likes  
APRIL 8

Add a comment...

# CANADIAN BROADCAST HIGHLIGHTS

## 3 Broadcast Segments:

- **Marina Orsini, October 2016**
  - Sedona, Verde Canyon Rail Road, Cottonwood, Jerome, Flagstaff, Grand Canyon, Route 66
- **Pour le Plaisir, December 2016**
  - Southern AZ; Bisbee, Tombstone, Coronado National Memorial
- **Azimut, October 1016**
  - Sedona, Verde Canyon Railroad





# PR RESULTS

## Travelweek: Arizona holding strong with new properties and 'Loonie Love'



### Arizona holding strong with new properties and 'Loonie Love'



Becky Blaine, Director of Travel and Trade Relations for the Arizona Office of Tourism, can help travel agents with custom designing vacations or information on events and activities happening in the state. Photo credit: Jean Sorensen Photo Thursday, August 18, 2016

By: Jean Sorensen

VANCOUVER — While U.S. tourism figures took a hit and showed a 10% decline in Canadian visitations in 2015 as the American dollar squeezed the Canadian loonie, that slide isn't reflected in Arizona's visitations. A favourite with Canadian travellers, Arizona bucked the trend and is going strong with new deals, properties and attractions.

"Arizona went up by 3.5%," said Becky Blaine, Arizona Office of Tourism's new Director of Travel and Trade Relations, as she talked travel statistics comparing 2014 to 2015 figures. Blaine was in Vancouver with a delegation led by Arizona's Director of Media Relations Tony Alba, to promote the area for the upcoming winter season.

Figures released in 2016 by AOT's research department found that 928,051 visits were made by Canadians in 2015, up from 896,467 in 2014. Of those visits Alberta supplied

33%, Ontario 23%, B.C. 20%, Quebec 11%, Saskatchewan 6%, Manitoba 4% and the Atlantic provinces, 2%. Two-thirds (66%) arrived by air and 30% came by car or bus. The average stay in Arizona is 17.8 nights.

At the base of the continued uptick of Canadians visits is a solid and growing pack of snowbirds and retirees, a repeat market for travel agents. Demographics indicate that starting in 2017, in Canada, there will be more seniors over 65 years of age than young people.

Blaine doesn't have an official count of how many Canadians have homes in Arizona, however Canada tracks ownership and estimates there are, as of last year, 25,000 Canadian-owned homes in Arizona. Couples or families owning homes all have the potential for car rentals, airfares and excursions. In addition there are many Canadian subsidiaries of businesses in Arizona, including the Bank of Montreal.

**More news: [Bucket list trips, strong Europe sales: travel agent survey tracks trends](#)**

With Canada such a big market for Arizona, several Scottsdale hotels are offering added incentives, to make up for the dipping Canadian dollar. The successful 'Loonie Love' campaign offers everything from extra nights free on certain bookings, to resort credits, to free events. See [LoonieLoveinScottsdale.com](#).

Loonie Love has been running for the past nine months and now Meghan Neighbor, Communications Director for Scottsdale Convention & Visitors Bureau, says the program will be extended until the end of December. At that time a new enhanced program will launch for 2017, again to benefit Canadians travelling to the Scottsdale area.

In other news, Allegiant Air – a major carrier into Arizona – is upgrading its fleet and has purchased 12 new Airbus A320s which will replace B757s and MD-80 aircraft beginning in 2017 and 2018. It will have converted its fleet to Airbus carriers by 2019.

Here's a look at several new properties and attractions in Arizona:

- . AC Hotel Phoenix Tempe, which opened in June 2016 and located on Tempe Town Lake, is a six-storey property with a rooftop pool and city views. It has 159 guestrooms.
- . The Fairmont Scottsdale Princess opened an additional 102 new guest rooms for a total of 750 rooms as of summer 2016. The expansion also included three luxury suites, a white sand beach, a new pool, Great Lawn and new 1880s Western town with two saloons, an outdoor area and dance floor.
- . Saguaro Scottsdale's renovation is expected to be complete in October with an enhanced events and ballroom area both inside and outside. It will also include 194

renovated guest rooms that include soundproof wood doors, technology permitting guests to check in and out using their smart phones, 42" flat screen televisions and other amenities.

- . Hyatt affiliate Andaz Scottsdale Resort & Spa will open November 2016 with 201 new bungalow-style guest rooms (six per cluster), with outdoor patios. Some will have outdoor showers. The resort will be designed in the 1950s desert style inspired by architect Frank Lloyd Wright.
- . Sedona's Courtyard Marriott will open September 2016 with 116 rooms.
- . Opened in August, the Sedona Super 8 has been rebranded the Andante Inn of Sedona with its 66-room refurbished.
- . Legoland Discovery opened at Tempe's Arizona Mills in April 2016, while Mesa has launched its new food trail of farms and orchards to visit.

**More news: [New transportation option for Sandals, Beaches Resorts guests](#)**

The AOT can help travel agents custom plan a holiday for a client and put agents in touch with properties and attractions. Contact Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) for more information.



## **Doctor's Review - "Centennial views"**

Six lesser-known US National Park destinations that make a big impression

In the world of North American travel, "centennial" always grabs headlines. In other parts of the planet, a century barely registers on the timeline. But here, in the New World, 10 decades is a great big deal. >

Chiricahua National Monument consists of volcanic rock that has eroded into dramatic pinnacles, many balancing on a small base.

[illegible]Haleakalā National Park  
HAWAII

It's like another place: the Hawaiian language they call it *hau* means "the land above the clouds." There is one main roadway to the dramatic crater summit of the world's largest dormant volcano. According to Hawaiian mythology, the demigod Maui climbed the peak with a special rope made from his own hair to track across the fire and escape.

The fire is, of course, hot, but that doesn't deter a smattering of hardscore enthusiasts who tickled the breast: guided to the top (usually more to wish down the incineration with noisy respirator gear).

Joshua Tree  
National Park

Mountains before Tsar crater. 1. Red sandstone and yellow ash. 2. The crater and the lake. 3. The lake and the mountains.

A man in a white shirt and dark pants stands next to a large, moss-covered rock formation. The rock is covered in bright green moss and has a jagged, layered appearance. The background shows a clear blue sky and some distant hills.

Chiricahua National Monument  
APRONIA

To pick your Suzanne Moody, Christianity is a *zeitgeist* peak of "significant natural and cultural significance." Tucked into the southeast corner of Arizona, the mountains and historic rock formations rising above the surrounding grasslands serve as a tract technique: "lured in the desert" and "beckoned forth," the Christian Apostle and their Christian flock have been simply looking for places in "the land of standing-up rocks" during their conflicts with the US Army.

"It's a wonderful pioneer story as well as a natural story," explains Moody. "Out here you either made do, made it or you didn't." That pioneer spirit is borne in time as the peak's long ridges and large boulders of Panguitch Rock are the site of the state's last known cave art, some 10,000 years old. When the last known cave art was made, the last known cave art was made.

Natchez Trace Parkway  
TENNESSEE / ALABAMA /  
MISSISSIPPI

[illegible]

## Castillo de San Marcos

**National Monument**  
**FLORIDA**

It has stood a long time. Longer than the United States has been a country. The massive stone fort in St. Augustine was built in 1672 by the Spanish to strengthen their place in the New World and to de-

 The America the Beautiful Pass (<http://go.gsa.gov/natl/passes.html>) is US\$80 and valid for entries into any of the National Park Service properties.

# PR RESULTS

## Winnipeg Free Press – Buddy trip hits the rocks and resorts

Plenty of great things to do in the desert that don't involve whacking a little white ball

### Buddy trip hits the rocks and resorts

STEVE LYONS AND PAUL WIECEK

**T**WO guys. No golf. Millions of square miles of desert. What to do?

An astounding amount, actually, in a state that is a lot more — in every way — than the sand and cacti on the postcards your uncle used to mail you every winter.

Here's the premise: two lifelong friends (more or less, most of the time) travel to *Arizona* for 10 days of everything the state has to offer, with the lone exception of what has long been its most popular offering — golf.

The bags of golf clubs can outnumber the actual passengers on many *Phoenix*-bound flights out of Winnipeg in the wintertime, with snow-bound *Winnipeggers* attracted by the state's embarrassment of riches when it comes to championship golf courses.

But what if you don't golf or, alternatively, have finally decided you've had enough frustration in your life with out paying a green fee for even more, then what would you do in *Arizona*?

World-class hiking, top-notch biking, five-star eating and some of the world's great spas, hotels and resorts — that's what.

Hiking

Where to begin?

*Arizona* is nothing less than a paradise of outdoor recreation, from the otherworldly red rock formations in swanky *Sedona* to the 2,700 kilometres of trails outside quirky Prescott to the otherworldly boulder formations around Cave Creek.

The state, in conjunction with local governments, has invested big money and resources in putting together a

massive trail network they think will eventually put *Arizona* right alongside Colorado and Utah as the place to go in the United States for tourists looking for outdoor recreation opportunities.

The trails outside *Sedona* are already world-renowned, thanks to the iron oxide content that makes them red and the utterly unique erosion patterns that have combined to create some of the most unique geological formations you'll see anywhere.

The most famous of all is Bell Rock, a dome-shaped formation walking distance from town, which offers a myriad of trails up it, through it and around it that will appeal to any skill level. The hike up Bell Rock is worth the view and for those not faint of heart, there are crevices to be found in an otherwise smooth belt that runs across the formation.

That belt serves as the stopping point for most climbers, but find one of those crevices to give you some purchase and it will spring you past the impasse and from there it's smooth sailing for hundreds more vertical feet, all the way to the base of the spires that sit atop the Bell Rock's dome.

You'll know you've climbed higher than most when you look down and groups of people are pointing up at you.

Think of those crevices as *Sedona*'s Hillary's Step. Just be careful, all right?

If the crowds, prices and occasionally annoying New-Agey-ness of *Sedona* isn't your speed — Good Lord, how many crystals does one person need — then barely an hour away is the once wild west town of Prescott, which has trails and rock formations every bit as appealing as *Sedona*.

Yeah, you'll give up the red rocks that are *Sedona*'s trademark. But what Prescott lacks in iron content, it makes up for with an amazing network of trails, moderate prices and a quirky history that has seen a city once infamous for its red light district and notorious Whiskey Row reinvent itself these days as a tourism hub and, wait for it, headquarters for an overabundance of addiction rehab centres and sober living houses.

● CONTINUED ON G3

#### HIKING ● FROM G2

The recovering addicts come to Prescott for the same thing as the hikers and bikers — big sky, crisp air, unparalleled beauty and a network of trails so elaborate and lengthy that even the city's longtime trails director told us he still had hundreds of kilometres to go before he had hiked it all.

The network would be impossible to build, much less maintain, for a city of just 40,000, but the locals took advantage of arguably *Arizona*'s greatest single resource — its retirees — to establish the network.

A group called "The Over The Hill Gang" — which includes guys well into their 80s — heads out on the trails at least twice a week, maintaining existing trails and building new ones. The retirees get exercise, Prescott gets a big tourism draw and the rest of us get a network of great trails.

#### Biking

Scottsdale's spectacular 35-km Greenbelt bike path winds its way through the centre of the city, through a maze of golf courses, parks and public lands that offer — for our money — one of the most scenic urban bike routes you will find anywhere.

And bring your fishing pole.

Many of the parks have man-made lakes stocked with fish and everywhere you go the shorelines are dotted with fishermen, a sight that would not look out of place in Gimli but seems completely incongruous in the downtown of a major American urban centre, which is located, it bears repeating, in a desert.

The best rainbow trout fishing in Manitoba for our money is at Chocolate Lake outside The Pas; we saw a guy pull out a 20-inch in downtown Scottsdale. Go figure.

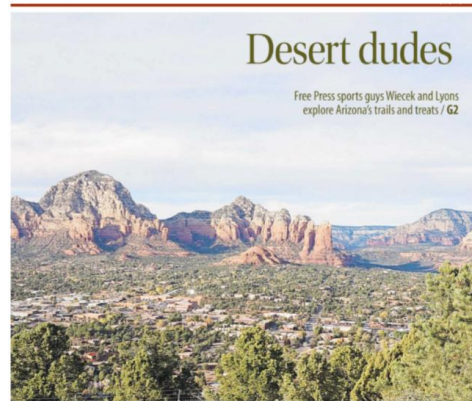
But it's not just the fishing that is spectacular.

The paved Greenbelt that weaves its way through Scottsdale comes complete with overpasses and underpasses to allow for seamless passage under and over the city's major streets. It's smooth, beautifully designed and nothing less than a gorgeous piece of civic engineering.

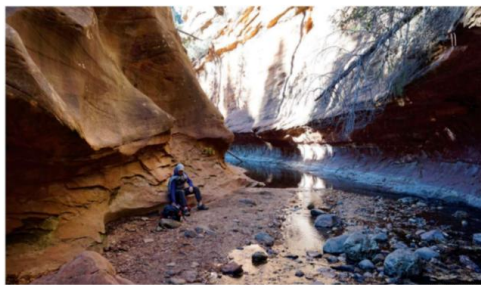
If Winnipeg had a road even half as nice as Scottsdale's bike path, you would drive up and down it for hours just to marvel at the wondrous possi-

## Desert dudes

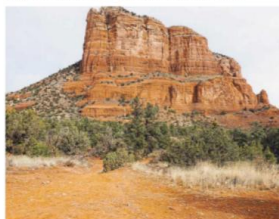
Free Press sports guys Wiecek and Lyons explore Arizona's trails and treats / G2



Sedona, Ariz., is a world renowned for its breathtaking trails and otherworldly rock formations.



Paul Wiecek takes a break on West Fork Trail, in Oak Creek Canyon north of Sedona.



Iron oxide content makes the picturesque formations of rocks in Sedona a stunning red.



Wiecek (left) to Steve Lyons, "I love you man!"



# PR RESULTS


## Toronto Star: Taking in Two of Arizona's Dark Sky Parks

the star.com

Life · Travel

### Taking in two of Arizona's Dark Sky Parks

The Grand Canyon and Flagstaff Area National Monuments are working to let visitors enjoy the nighttime world above us.



Rader Lane, who describes himself as "park ranger by day, dark ranger by night," is one of the rangers who helps organize the Grand Canyon's dark-sky events. (TAM HINSON)

By TAMARA HINSON Special to the Star  
Thu, May 25, 2017

THE GRAND CANYON, ARIZ. — I'm lying in an empty parking lot, metres away from the Grand Canyon's south rim, staring up at the white slash of the Milky Way, the faint blur of the Andromeda Galaxy and the occasional shooting star.

It's a sky so bright that I've found my way to this particular spot without the need for a flashlight. Such a feat doesn't sound impressive in a world aglow with artificial lighting, but in the Grand Canyon National Park, that orange fog is blissfully absent.

The park's provisional status as a Dark Sky Park expires after three years, so the Grand Canyon's park rangers — or dark rangers, to be precise — are now in a race against time to retrofit more than 5,000 lights.

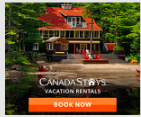
"There are a lot of lights — to give you an idea of the size of the job, it's the only national park with a kindergarten-to-12th-grade high school within its limits," says Rader Lane, a park employee whose job title states that he's a park ranger by day, and a dark ranger by night. "Once it's done we'll have the most pristine dark-sky sanctuary in the world."

Lane's passion for astronomy was ignited by 19th-century philosopher Thomas Carlyle's quote, which he repeats for me word-perfectly: "Why did not somebody teach me the constellations, and make me at home in the starry heavens, which are always overhead, and which I don't half know to this day?" Born into a military family, Lane was never in one place for long. "I was constantly on the move but that quote made me realize I could look up anywhere and see these constellations. That's a really comforting feeling."

Carlyle's words are also a reminder that while the night sky and its millions of stars are always above us, being able to admire them is a different matter entirely. However, it's not just the clarity which makes this area such a fantastic stargazing spot.

"We're at the epicentre of a series of southwest cultures with rich connections to the night sky," explains Lane. "For example, local clans are known to watch for the rising of certain constellations in order to know when to begin seasonal ceremonies." Indeed, tribal representatives speak about their links with the dark sky at the park's various stargazing events. The biggest one is the annual eight-day Star Party, held in June.

It was also Lane's advice which led me to the aforementioned parking lot, metres away from the start of the popular Bright Angel hiking trail. "One factor which makes this area such a fantastic stargazing spot is the altitude — we're high up, perched on the south rim," says Lane. "And that parking lot's got a great field of view — it's where we set up our telescopes for the night-sky events. Sometimes the Milky Way's so bright that it casts your shadow on the ground."



In Flagstaff, 115 kilometres away, the night sky is held in equally high regard. **Flagstaff Area National Monuments** has recently been designated a Dark Sky Park, and it's largely thanks to the efforts of maintenance mechanic supervisor Caleb Waters, who pushed for the designation.

"It's about far more than just allowing people to see the stars," insists Waters, a dark-sky devotee who shows me pictures of the home-made down-lighters he's made from beer cans for the lights outside his house.

"The worst kind of light is bright white LED light," he says, pulling up photos of street lights covered with insects. "This type doesn't just cause the most light pollution. It attracts the most insects, which disrupts nature's cycle, because owls and other birds are also drawn to it, away from their natural habitat."

Unfortunately, a thick layer of cloud has settled over Flagstaff so our stargazing session is cancelled, but we still stop by the Lowell Observatory to check out the telescope used to discover Pluto in 1930.

It's an enormous machine, with three, 13-inch lenses. It's technically an astrographic camera, which worked by reflecting light from celestial objects onto a glass photographic plate. These images were then analyzed by something known as a comparator. So you can imagine observatory assistant Clyde Tombaugh was rather relieved when he finally found the elusive ninth planet.

With our stargazing session cancelled, we raise a toast to Arizona's dark skies at the aptly named Dark Sky Brewing Company, instead. There'll be other opportunities, and after all, as Carlyle pointed out, it's not as if those starry heavens are going anywhere soon.

*Tamara Hinson is a U.K.-based writer. Her trip was sponsored by Flagstaff Convention and Visitors Bureau, which didn't review or approve this story.*

**When you go**

**Get there:** Fly from Toronto to Las Vegas or Phoenix. From there, rent a car to get to the Grand Canyon. It's about a four-hour drive from Las Vegas and a 3.5-hour drive from Phoenix.

**Do this trip:** The Grand Canyon's dark sky program runs between March 1 and Nov. 30 on the south rim and May 15 and Oct. 15 on the north rim. Events include the annual Star Party, held in June, along with regular stargazing evenings, ranger talks and dark sky storytelling sessions by local tribespeople. Find out more at [nps.gov](http://nps.gov).

**Stay:** I stayed at the **Red Feather Lodge** ([redfeatherlodge.com](http://redfeatherlodge.com)) near the Grand Canyon.

# PR RESULTS

## Vancouver Media Mission August 2016



> News > Other > Arizona highlights new trade initiatives, hotels on Vancouver visit

### Arizona highlights new trade initiatives, hotels on Vancouver visit

08-17-2016

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Back row: Scott Dunn, Visit Phoenix; Blessing McAnlis-Vasquez, Talking Stick; Kegan Marissa Moorcroft, Sedona Chamber of Commerce & Tourism Bureau; Mary Rittmann, Visit Tucson; Marsha Mowers, CWW; Teresa Prospekt, Verde Canyon Railroad; Marie Schubert, Town of Queen Creek. Second row: Dawn Melvin, AOT; Michelle Streeter, Visit Mesa; Jennifer Stein, City of Peoria; Toni Smith, Tempe Tourism Office; Don Prince, City of Prescott; Judy Hector, Visit Sierra Vista; Kimberly Larson, Visit Glendale; Tony Alba, AOT. Front: Ken Duncan.

"We are many people in Arizona. We hope you will be inspired to bring people to come and see. I welcome all of you to come and visit our house." Those were the opening words from Ken Duncan, a Native American flute player and storyteller, as he welcomed guests to a get-together with the Arizona Office of Tourism (AOT) and partners from destinations throughout the state yesterday afternoon in Vancouver.

The state is making a play to better help travel agents do just that: send clients to see what Arizona has to offer. After nine years without staff dedicated to working directly with the travel trade, AOT has a new director of travel and trade relations and renewed plans to engage with travel professionals. Becky Blaine joined the AOT three months ago and is working to re-establish a trade newsletter and developing a new trade and media website set to launch this fall. Travel agent training will follow in six to nine months, including a certification program for selling Arizona travel.

"Lots of agents are selling Arizona already," Blaine told PAX "but with new product coming online, we want to make sure they have the latest and greatest."

"We know we need to get back to the trade side," added Tony Alba, AOT's director of media relations. "We can't do it alone."



Becky Blaine, director of travel and trade relations, Arizona Office of Tourism (right)

That new product includes a host of new and renovated hotels throughout the state.

The Hilton Phoenix/Mesa will unveil its \$13 million ongoing renovation in October, and the Phoenix Marriott Mesa will begin an \$18 million renovation in January.

#### Northern Arizona

The Sacred Canyon Lodge at Canyon de Chelly has been renamed the Thunderbird Lodge and is under new management by the Navajo Nation Hospitality Enterprise, with major guest room renovations planned. In Moenkopi, the Legacy Inn & Suites has partnered with Tesla Motors to install high-voltage Tesla charging stations, giving travellers the ability to recharge at the western gateway to the Hopi reservation.

#### Phoenix

The Canby, part of Marriott's Autograph Collection, opened in January in the former Ritz-Carlton property, and the Luhrs City Center Marriott, now under construction, will open with 320 rooms divided between the Courtyard by Marriott and Residence Inn by Marriott brands in 2017.

#### Scottsdale

The Fairmont Scottsdale Princess is expanding with an additional 102 rooms opening this summer, and the Saguaro Scottsdale Hotel is undergoing renovations that will add more than 12,000 square feet of indoor and outdoor space, including a 5,285 square-foot event complex. The Saguaro updates, which also include a guest room refresh, will complete in October.

The new Mountain Shadows resort, currently under construction, is set to open in early 2017 with 183 rooms. The Andaz Resort & Spa, designed in a "1950s desert art style" will open with 201 rooms in November, and the Ritz-Carlton, rumored to cost \$2 billion, will open in 2018.

#### Sedona

The Courtyard by Marriott Sedona is slated to open in September with 116 rooms, and the Sedona Super 8 will rebrand to the Andante Inn of Sedona later this month, with renovated guest rooms that include newly added balconies.

#### Tempe

Marriott opened the first U.S. location of its Moxy hotel brand in Tempe this spring. The 186-room Moxy Tempe is part of a new brand "for Millennials and Millennial-minded travellers," said Toni Smith, director of communications for the Tempe Tourism Office. The AC Hotel Phoenix Tempe/Downtown opened in June with 159 guest rooms.

#### Tucson

The AC Hotel by Marriott is scheduled to open downtown with 137 rooms in summer 2017. In renovations, the Hacienda Del Sol Guest Ranch has doubled its number of rooms to 60, and the Loews Ventana Canyon Resort completed a major renovation earlier this year. The Hilton Tucson El Conquistador is currently undergoing a multimillion-dollar renovation that will complete in 2017.

#### Promotions

Scottsdale is continuing its Loonie Love promotion for Canadians, including a book three nights, get one free offer at The Phoenixian, an extension just announced yesterday. "We're doing everything we can to keep our Canadian friends close," said Megan Neighbor, director of communications for the Scottsdale Convention & Visitors Bureau.

#### Air

Allegiant Air, which flies from Bellingham to the Phoenix-Mesa Gateway Airport, is phasing out its B756 and MD-80 aircraft, replacing them with Airbus A319 and A320s. More than half of Allegiant travellers will fly on Airbus aircraft by the end of 2016, and the airline will operate an all-Airbus fleet by the end of 2019.



# IN-MARKET PR ACTIVITIES

## **Vancouver Media Mission, August 16, 2016:**

- 13 partners attended, biggest turnout yet!
- 30 media in attendance
- Theme: Arizona through the Senses
- Conversion:
  - 5 FAMs

## **Discover America Day, September 26, 2016:**

- 16 media appointments
- Conversion:
  - 1 FAM
  - 3 pipeline

## **Montreal and Toronto Media Mission, Feb 26 – 28, 2017:**

- One day in Montreal, two days in Toronto
- 26 appointments in 3 days
- Conversion:
  - 2 FAMs
  - 4 pipeline

## **Travel Media Association of Canada (TMAC – Annual Conference, Quebec City, May 24 – 27, 2017):**

- 18 appointments
- Conversion:
  - 3 pipeline

# CANADIAN TRADE ACTIVITIES & RESULTS

## **Project Strategy**

Increase Arizona's brand presence in Canada to maintain market share in a very competitive environment.

## **Educate and excite travel trade to book more of Arizona through:**

### **Newsletter E-blasts customized by season**

- Total opens: **17,493** Total Clicks: **196**

### **Vancouver Sales Calls August 2016**

(WestJet Vacations, Air Canada Vacations, Uniglobe, Travel Best Bets, Royal Scenic)

### **Digital Initiative: Travel Alerts**

## **Travel Brands Roadshow April 2017** (combination of product trainings, networking lunch and agent trade shows)

- Flight Centre Trainings in Edmonton & Vancouver
- Asian Market Focus, Richmond, Vancouver: **18** attendees
- Trade shows: Edmonton **220** attendees/ Vancouver **286** attendees

## **Western Canada Product FAM:** Scheduled Sept. 2017

# CANADIAN TRADE ACTIVITIES & RESULTS



Whether you want to shop at unique boutiques, hit the links on world-renowned courses or soak in the great outdoors, you'll find your vacation for less here. Browse our great travel deals and fantastic vacation packages to start planning your own Arizona adventure.



**Tucson**  
Discover a place where you can explore without boundaries. Our natural landscape draws visitors outdoors where there is plenty of room to roam. A lot of the best art, culture and entertainment is in Tucson. Discover a place that's authentic and comfortable. Enjoy the picturesque option for food that inspires Tucson's cuisine. Or come to you and experience our vibrant spirit. As seen from the mountains and mountains, Tucson is a place that you want to be. Let Tucson inspire the true spirit in you.

Click **VIEW DEAL** to take advantage of these special offers.

## Sedona

Winter Offers from Sedona, AZ

Sedona hits the high notes for all seasons. Winters here just enough to get the up to enhance your season. There's something about the winter months of the Sedona region that makes it a most picturesque location. See a wonder of the world. Stay in a world of wonder. Please click here to view the offers from Sedona, the Most Beautiful Place on Earth, in So Many Ways.



## Phoenix

Phoenix is the fastest growing city in the U.S. and the cosmopolitan heart of the Arizona. The city is a mix of cultural activities, outdoor recreation and resort accommodations makes it the ideal launching point for exploring the Grand Canyon State.

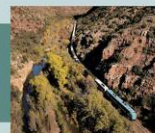
[www.visitphoenix.com/winter-travel-promotions/](http://www.visitphoenix.com/winter-travel-promotions/)

## Scottsdale

Can't See What Blooms in the Desert?

Scottsdale hits the high notes for all seasons. Winters here just enough to get the up to enhance your season. There's something about the winter months of the Sedona region that makes it a most picturesque location. See a wonder of the world. Stay in a world of wonder. Please click here to view the offers from Sedona, the Most Beautiful Place on Earth, in So Many Ways.

[www.VisitScottsdale.com](http://www.VisitScottsdale.com)



## Verde Valley

Verde Canyon Railroad offers postcard perfect scenery, wildlife viewing and first class service during a leisurely two-hour train ride through the red rock desert area. Amazing landscape views the canyon with views from all over town. The Verde Canyon Railroad is a scenic railroad between the upper reaches of Flagstaff and the urban setting of central Phoenix.

[www.verdecanyon.com](http://www.verdecanyon.com)

## Mesa

In Mesa, our beautiful harvest is one that we proudly share with our visitors all year long. From fresh experiences and a treasure trove of family farms and long-standing historic sites for visitors to enjoy. The area has long served as a gateway to central Phoenix with the neighboring farms and agricultural production providing a continuous bounty of seasonal goods for visitors to enjoy. Now, visitors can help in their own way and take a road to the heart of the valley and culinary education.

Explore now!



Whether you want to shop at unique boutiques, hit the links on world-renowned courses or soak in the great outdoors, you'll find your vacation for less here. Browse our great travel deals and fantastic vacation packages to start planning your own Arizona adventure.



## Sedona

Summer Offers from Sedona, Arizona

No matter what your summer agenda involves – swimming, fishing, tubing, biking, hiking, picnicking or just taking a snooze under a pine tree – it waits for you in your YOUTopia, Sedona, the Most Beautiful Place on Earth, in So Many Ways. Spend your days in the shadow of cliffs, immersed in elegant forests, alongside clear singing creeks. Who needs to scurry indoors to escape summer's heat? Air conditioning may provide temporary relief, but water and shade set us free.

Click **here** to view the offers from your YOUTopia.

## Gilbert

Named Phoenix's Coolest Suburb, there are endless ways to soak up the sun in Gilbert. Enjoy hiking, biking, and equestrian trails, award winning spas, and weekly events unique to the Town.

As a Top Five Food Neighborhood in Metro Phoenix, visitors have the chance to experience true farm-to-table service at the best restaurants in the Valley. Gilbert's central location provides easy access to neighboring communities, making it a great home base for your Arizona vacation. Discover your next adventure in Gilbert.

[discovergilbert.com/travelpromotions](http://discovergilbert.com/travelpromotions)



## Mesa

Wet & Wild Adventure in Mesa, City Limitless®

Visitors bound for Mesa in the summer time have plenty of ways to cool off, especially with so many of the city's hotels being within minutes of the area's lakes and rivers. There are three lakes and two rivers that allow for every type of water sport imaginable. Visitors love the popular activity of "tubing", a leisurely float along the cool waters of the Salt River via inner-tube. Set sail on the Daily Steamboat at Canyon Lake and watch Arizona's night stars twinkle on the water. Take in either a Twilight Dinner Cruise or the popular Twilight Astronomy Cruises hosted monthly by astronomy expert Dr. Sky. Aboard the Astronomy Cruise, passengers will have the use of on-board telescopes to view the breathtaking beauty of the solar system. Bask in the beauty of Canyon Lake at twilight as the Arizona sunset illuminates the canyon walls. Each cruise runs for two hours and offers an alternating buffet style menu. Visit DailySteamboat.com for dates, details and group summer pricing. Visitors can also rent a variety of watercraft ranging from pontoon and fishing boats to personal jet skis, paddleboards, kayaks and even wakeboarding skis and head out on their own water-filled adventure. Marinas, located at both Canyon and Saguaro Lakes, offer hourly and daily rentals of their fishing boats. Anglers will want to consider getting their fishing permit as all lakes are fully stocked with a variety of fish species. For more information on planning your group summer water adventures head to [www.VisitMesa.com](http://www.VisitMesa.com)



Whether you want to shop at unique boutiques, hit the links on world-renowned courses or soak in the great outdoors, you'll find your vacation for less here. Browse our great travel deals and fantastic vacation packages to start planning your own Arizona adventure.



## Spring Offers from Sedona, Arizona

The morning hot rock stupas in Sedona make just take your breath away, but it's the power deep inside from that we'll be up your road. Come, nature your spirit, in a place where you can get lost – and found. Discover your own 1000s in Sedona, the Most Beautiful Place on Earth, in So Many Ways.

Click **HERE** to view the offers from your 1000s [sedonatravel.com/travel-trade-offers-sedona/](http://sedonatravel.com/travel-trade-offers-sedona/)

## Prescott

Prescott welcomes our Canadian neighbors! Mile high Prescott transcends the Arizona average with its mild seasons, an average annual daytime temperature of about seventy degrees, and 300+ days of sunshine.

More than 450 miles of groomed trails await. Just thirty miles north of Phoenix, Great Lakes Airlines series 134X and Prescott twice daily. For current Canadian travel offers, please visit our website: [www.visit-prescott.com/special-booking-hotel-pricing-prescott-az](http://www.visit-prescott.com/special-booking-hotel-pricing-prescott-az)



## Flag

Experience the beauty and relaxation of April, the small town with the huge backyard. Enjoy historic Spanish-colonial architecture, a flourishing arts scene, and 12 million acres of unspoiled Sonoran desert wilderness. While here, stay at the Boulders Resort Inn, a newly renovated historic resort, school, now a beautiful 21-room inn and event center like no other located right in the heart of the Grand Canyon National Monument, one of America's most spectacular National Parks.

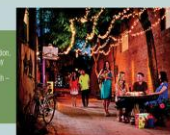
Come enjoy the warmth and personal charm of April. Canadian guests can use promo code CAN7 to receive 10% off online bookings at [www.visitflag.com](http://www.visitflag.com)



## Glendale

The town of Glendale is a professional sports, hometown festival packed with culture and tradition, destination dining and unique shopping locales with bargains and one-of-a-kind boutiques – a day spent in Glendale and Arizona's history is never enough. We've got something for everyone. Not sure where to begin? Click **HERE** to find out for our Canadian neighbors. For warranty, though you're going to be here and experience it all.

[www.visitglendale.com/visitors/](http://www.visitglendale.com/visitors/)



## Scottsdale

Canadian come to Scottsdale in drives every year, and anyone who lives north of the American border knows why. Canada, Scottsdale has been named winter wonderland. A resort area averaging about 72 degrees Celsius – but the city's world-class amenities, resorts, restaurants and outdoor adventures are also available to Canadians at terrific discounts to keep up the strength of the Canadian dollar.

Take advantage of savings on hotels, dining and activities. A 10% off Mountain Southwest – plus the "Canadian" sign and save 10% at the destination. Modern boutique golf resort set between Camelback and Mountain mountains, (valid through 12/31/2017). See upcoming reservations for stays beginning March 1.

[www.VisitScottsdale.com](http://www.VisitScottsdale.com)



## Tucson

Discover a place where you can explore without boundaries. Our natural landscape draws visitors outdoors where there is plenty of room to roam. A lot of the best art, culture and entertainment is in Tucson. Discover a place that's authentic and comfortable. Enjoy the picturesque option for food that inspires Tucson's cuisine. Or come to you and experience our vibrant spirit. As seen from the mountains and mountains, Tucson is a place that you want to be. Let Tucson inspire the true spirit in you.

Click the below **VIEW DEAL** button to take advantage of these special offers.





# TRADE ACTIVITIES & RESULTS





# PUBLIC RELATIONS BEYOND THE ORDINARY

## **Seriously Social**

- Create engaging social content through:
  - Influencer takeovers
  - Engaging video content
  - Broadcast segments
  - Focus on brand pillars: Wellness, Heritage, Adventure, Culinary

## **Marketing Partnerships**

- Airline partnerships
- Prioritize contesting through digital channels and broadcast
  - Leverage partners to create compelling experiences

# PLAN FOR SUCCESS - TRADE

## **Create excitement and buzz around MTL**

- PHX route as part of larger Quebec strategy
- Newsletter E-blasts
- Vancouver Event and Meetings
- Eastern Canada Event and Meetings
- Western Canada Product FAM
- Eastern Canada Product FAM

## **Digital initiative:**

- National digital contests and monthly ad campaigns

# DRIVE CANADIAN VISITATION DESPITE CHALLENGES

## **Team work makes the dream work!** **Competing with Canada 150**

- Support in partnerships on contesting
- Innovation around FAM experiences
- Compelling stories and resources
  - Newsletters, digital assets and regional updates
- Coordination and synergies between DMOs
  - Win as s State, tough competition

## **In-market activities:** **Creative and Compelling!**

- Toronto/Montreal Media Marketplace
- West Coast Media Mission
- Discover America Day
- Stunting

# Connect Worldwide Canada Office

**Aisha Dhalla**

Public Relations  
Manager

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**Stephanie Freed  
Burns**

Account Manager

[Stephanie@cww.travel](mailto:Stephanie@cww.travel)

**Charmaine Singh**

Account Director

[Charmaine@cww.travel](mailto:Charmaine@cww.travel)





**Thank you!**



# Boundless Opportunity

— 2017 GOVERNOR'S CONFERENCE ON TOURISM —